

McDonald Professional Center

Project Narrative

We propose an infill development of the subject property for office use in concert with the standards of an S.R. zoning district. The project will entail 2 buildings, adjoining lengthwise along McDonald Drive and occupying the northwest corner off of Miller and McDonald. Parking will be located between the proposed buildings and the existing water treatment plan. Setbacks per the S.R. zone will be met or exceeded.

The effect of development will enhance the community providing visual and effective screening of the treatment plan from main roads and adjoining properties. Proposed use will effectively transition between adjoining uses of multifamily, S.R. and CO. zones.

McDonald Professional Center

Application of General Plan Principles

Character and Lifestyle

The subject site is part of the Rural Community Character area as defined in the General Plan. Proposed SR use embraces the lowest density possible of commercial application. The property is currently devoid of native vegetation, and somewhat derelict as a lot. Development will provide opportunity to bring in desert landscaping and scaled elements consistent with rural character.

The proposed land use, being consistent with the adjoining in the area, completes a contextual dynamic as an infill project. As an SR use focusing on professional offices, it will serve the community economic base, yet maintain a low density level. The project further serves to address by mitigation the visual impact of the adjoining water treatment facility.

Economic Vitality

The project proposes professional offices in an area already well established with that use. An additional 27,500 s.f. of office will strengthen the core of this area in the professional service sector. A developed property will provide jobs, tax base, and economic activities consistent with Scottsdale Lifestyles. Development will protect the integrity of and enhance adjoining neighborhood values eliminating an isolated by derelict condition. It will create a lasting sustainable component of the economic area capability.

Neighborhoods

We are actively pursuing public input in concert with the proposed development. Several letters have been received to date subsequent to our neighborhood notification. Reactions have been positive to encouraging. We are midstream in our public involvement program and look forward to continuing forums, meetings, and all manner of input from neighbors and interested public.

Existing multi-family housing occurs to the East of the proposed project, on the other side of the Arizona Canal. Low density single family exists in more distant proximity to the proposed. Development of proposed will change an unattractive and undeveloped lot into a complete developed property. The effect will be to stabilize and enhance area residential values and beautify the neighborhood.

Open Space

The property adjoins the Arizona Canal to the east. Development proposes to respect by setback and application of appropriate elements the experience of the canal corridor. Landscaping consistent with canal corridor treatment as integrated into the rural character zone will be provided for enhancement and continuity. The proposed SR use of low density by definition will ensure meaningful percentage of open space over the gross property.

Landscape and open space character established along Miller Road and McDonald Drive will be continued and maintained.

McDonald Professional Center

Sustainability

The property is an undeveloped lot as left over from the accommodation of a public utility improvement project. The owners have identified that it's use in concert with the treatment facility is not currently needed nor anticipated in the future. The property's potential for best value and contribution to the community has been identified and proposed here in. Development will create a viable scenario for revenue generating space in a sustainable manner. Development will pay for improvements along Miller Road and McDonald Drive completing visual and service infrastructure in the neighborhood. An additional tax base will be provided along with job and entrepreneurial opportunity.

A most meaningful application of growth principles is demonstrated. An infill condition is proposed where little to no impact will affect existing services and infrastructure. The low demand nature of the proposed use will not put undo burden upon utilities and services.

Transportation

Road ways abutting and servicing the proposed property are established and in. The proposed low density SR use will not generate additional traffic volumes to strain the capacities of existing arterial and collector natures of McDonald Drive and Miller Roads respectively. Development will enhance pedestrian, bicycle and non motorized mobility by completing sidewalk portions along the two roads, and beautify adjoining conditions to the circulation system of the Arizona Canal.

McDonald Professional Center

10. Perhaps the argument could be made that any commercial development within the Rural Community Character area would be a deviation from the General plan. We believe, however, the property is defined by unique circumstances and characteristics and that development can occur consistent with the goals of rural character.

First, it is an infill property, adjoining existing similar uses.

Second, it proposes the lowest density commercial use type.

Third, it will serve to mitigate the impact of the existing water treatment plan to the south.

Fourth, as a developed property it will serve to complete area development eliminating derelict conditions of an unimproved property.

We believe the proposed is consistent with all other aspects of the general plan with regard to Economic Vitality, Neighborhood, Open Space, Sustainability, and Transportation.

McDonald Professional Center

11. Scenic and Vista Corridors- the project will complete streetscape enhancements along McDonald Drive and Miller Road and respect and beautify elements adjoining the Arizona Canal.

Character Area- (Rural) Development proposes low density single story buildings. Parking is located between the proposed buildings and the treatment plant to the south to minimize it's impact visually and functionally. A site devoid of native landscape will be developed in the appropriate Rural Character.

Neighborhood Plans- Proposed is contextual with adjoining SR uses and will serve as an appropriate transitional use adjoining multi family housing to the east. There is also significant physical separation from the east multi family because of the Arizona Canal.

Housing Diversity- Proposed will provide service and economic opportunity to existing residential base in the area. Development of the now unimproved property will stabilize or enhance adjoining residential property values.

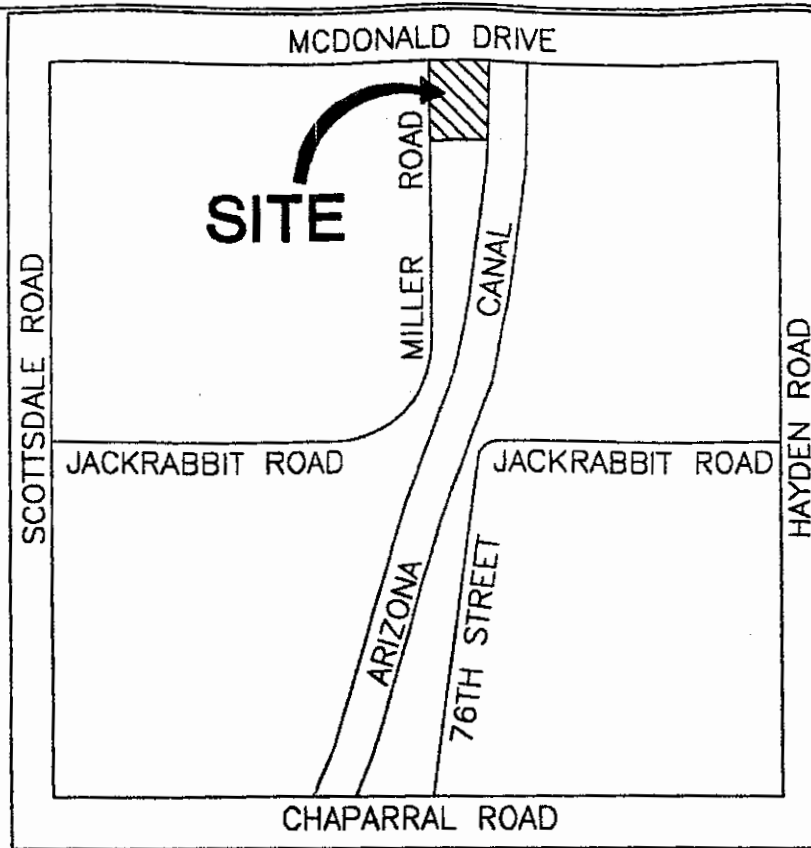
Economic Diversity- A sustainable professional office use is proposed as is consistent with the area context. Employment, entrepreneurial opportunity, and expanded tax base area provided.

Transportation Accessibility- Improvements along Miller Road and McDonald Drive will be provided for functional and aesthetic requirements. Pedestrian mobility will be provided where it currently does not exist. The path along the Arizona Canal will be respected and enhanced by beautification of the adjoining conditions.

McDonald Professional Center

12. There have been 5 response letters received to date with regard to the public notification process. (copies attached) All of these letters are indicative of support to the proposed service residential use with emphasis on single story height, low density, and rural character.

Attachments: (5- letters received from neighborhood notification)



MCDONALD DRIVE

SITE

MILLER ROAD

CANAL

SCOTTSDALE ROAD

JACKRABBIT ROAD

JACKRABBIT ROAD

HAYDEN ROAD

ARIZONA

76TH STREET

CHAPARRAL ROAD

VICINITY MAP

NTS